SONY

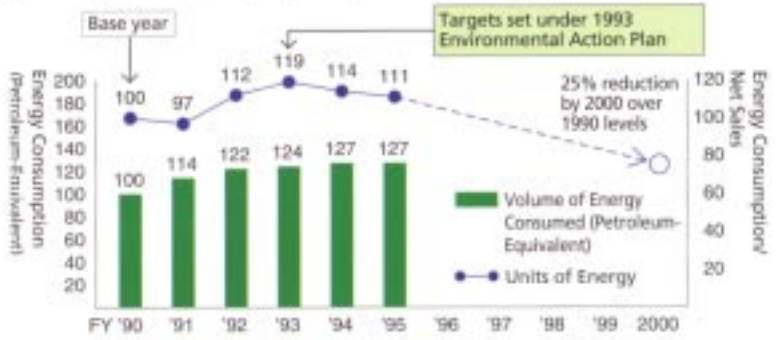
Sony's commitment to environmental ideals

1997
ENVIRONMENTAL REPORT

Global Warming and Energy Conservation

Fighting global warming is a top international priority at Sony. In Japan, operating bases are working to lower their overall energy consumption, and thus the amount of fuel needed to generate power and the amount of carbon dioxide emissions. The Environmental Action Plan targets substantial reductions in all forms of energy consumption by fiscal 2000. This will require progress on several fronts: more efficient production; low-power ventilation and lighting; and a variety of other energy-efficient equipment. Better building insulation is another priority. Offices are actively exchanging information on their efforts to use less energy. Special campaigns during the critical winter and summer seasons further heighten the profile and effectiveness of energy-saving measures.

Energy Consumption of the Sony Group in Japan



In the early 1990s, energy consumption rose along with sales and output at Sony companies throughout Japan. Beginning in fiscal 1993, implementation of the Environmental Action Plan reversed this trend. Energy consumption in relation to sales began to fall, followed by a halt in growth of total consumption. More progress is foreseen.

Energy Star Buildings Program (U.S.)

In April 1995, Sony Electronics became a charter member of the EPA's Energy Star Buildings program. Based on the Climate Change Action Plan launched in April 1993 by the Clinton administration, this voluntary program aims to return greenhouse gas emission levels in the U.S. to 1990 figures by the year 2000. Participants pledge to take various steps to raise the energy efficiency of buildings and prevent pollution. Sony Electronics' Technology Center in San Diego installed a new roof with a reflective coating. At a new plant in Pennsylvania, new lighting systems, programmable thermostats, better insulation and a heat recovery system have all been installed. Such energy-efficient systems are expected to yield a 50% energy saving. At new facilities in Tijuana and Mexicali in Mexico, skylights are expected to lower artificial lighting requirements by 60%.

Green Lights Program (U.S.)

In the United States, Sony Electronics in 1992 became a partner in the Green Lights program being promoted by the federal Environmental Protection Agency. Under this program, the company surveys the efficiency of lighting at its buildings and upgrades systems where it is cost-effective to make improvements. By the end of 1995, the company had surveyed some 13.9 million square feet of building space nationwide. Of the total floor space surveyed, 5.2 million square feet have been upgraded. This is over 90% of the floor space that qualifies for upgrading.

Improvement work mainly consists of replacing incandescent bulbs and other substandard older technology with more efficient lighting using thinner, more reflective T-8 fluorescent bulbs and more energy-efficient electronic ballast. The newer lighting also generates less heat than incandescent bulbs, yielding added improvements in air conditioning costs. The resulting savings in energy consumption translate directly into lower emissions and fuel consumption by electric power utilities.

Sony Mizunami Corporation has a comprehensive energy-saving program. The centerpiece is a co-generation system that supplies electricity and heat to a production facility, cutting purchases of grid electricity by 1,500 kilowatts.

Sony Kohda Corporation reduced air conditioning expenses by coating the roof of its factory with a substance that reflects sunlight and provides greater insulation.

Total floor space (ft²)	13,938,808
Annual decrease in energy costs ($)	1,318,173
Renovated floor space (ft²)	5,178,072
Unrenovated floor space (ft²)	8,760,736
Carbon dioxide elimination (lb.)	14,625,736
Nitrous dioxide elimination (lb.)	47,288
Sulphur dioxide elimination (lb.)	85,313

Global Warming

Mankind's unchecked consumption of energy and wholesale destruction of much of the world's forests are changing the air we breathe. As carbon dioxide, methane, freon and carbon monoxide gases increase, so do concerns about a "greenhouse effect" which could be disastrous. Some scientists predict that, if current trends persist, the average global temperature could rise by about 2.0°C by the end of the 21st century. Even this slight climb in temperature would cause the world's oceans to rise by about 50 centimeters. Subsequent changes in climatic patterns would lead to critical food shortages and severely impact all living creatures.